INVESTOR MEETING 2013

November 21, Santa Clara, CA

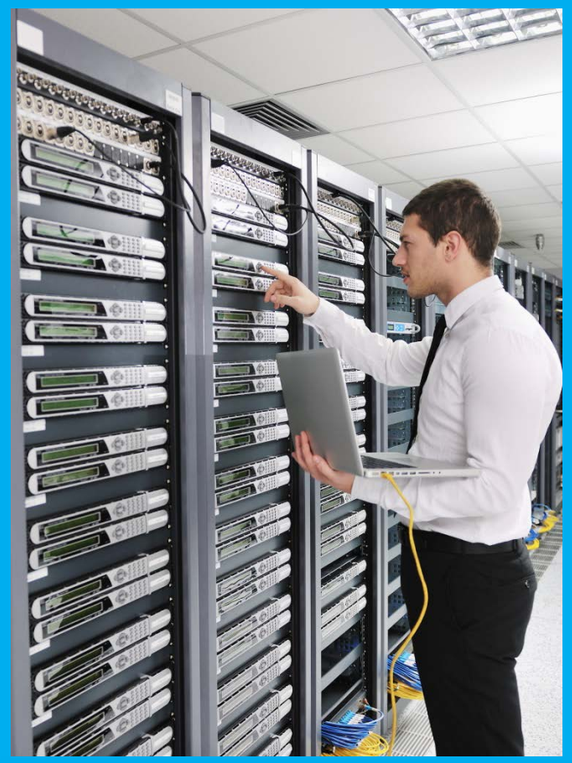
Strategy & Adjacencies for Growth

Renee James
President
Intel Corporation

INVESTOR MEETING 2013
November 21, Santa Clara, CA

Intel Strategy: *If it computes, it does it best with Intel*

DATACENTER



PC EXPERIENCE



MOBILITY



TECHNOLOGY



ADJACENT SERVICES (Security, Foundry, Cloud)

Expanding Beyond Silicon to Adjacent Services

SECURITY



CLOUD



FOUNDRY



Architecture Extensions and Solutions
Differentiation for Intel
New Sources of Revenue

Intel

SECURITY

Platform & Services



Security and Privacy:
Continuing to Grow in Relevance



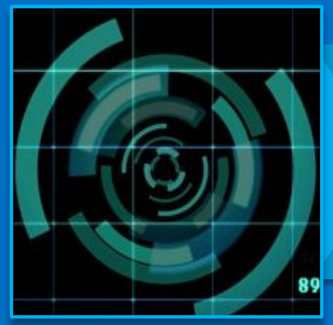
INCREASING THREAT VOLUME

APTs, Signed Malware, Android Malware, Malicious URLs



INCREASING THREAT COMPLEXITY

Need Advanced Analytics, Next Generation Firewall, White Listing, Sandboxing



SHIFTING POINTS OF ORIGIN

Banks, Corporations, National Security, and Other Institutions at Risk

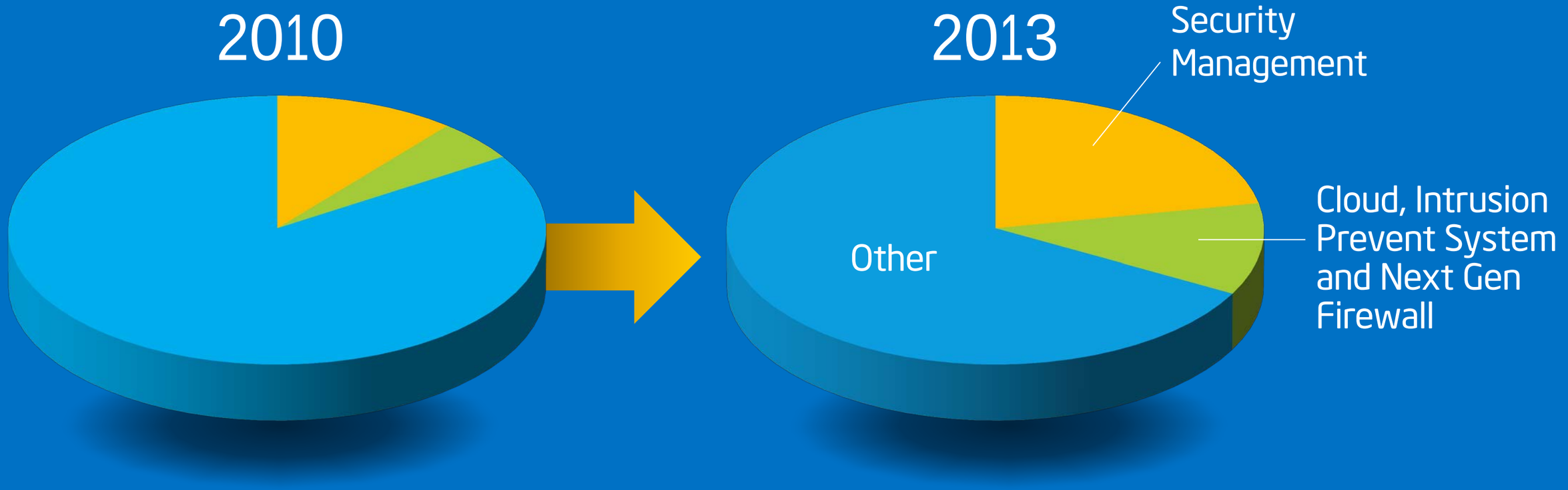


Our Security Vision

Be the leader in delivering a safe, connected, computing experience from the client through the cloud to the datacenter

silicon plus software from edge to edge

McAfee's Mix Shifting to High Growth Segments



Since 2010, Cloud, Intrusion Prevent System & Next Gen Firewall has grown **130%**

Since 2010, Security Management has grown **190%**

Source: Intel

A Robust Pipeline of Product Development Delivers

Network	Mobile	Management	Endpoint	Consumer





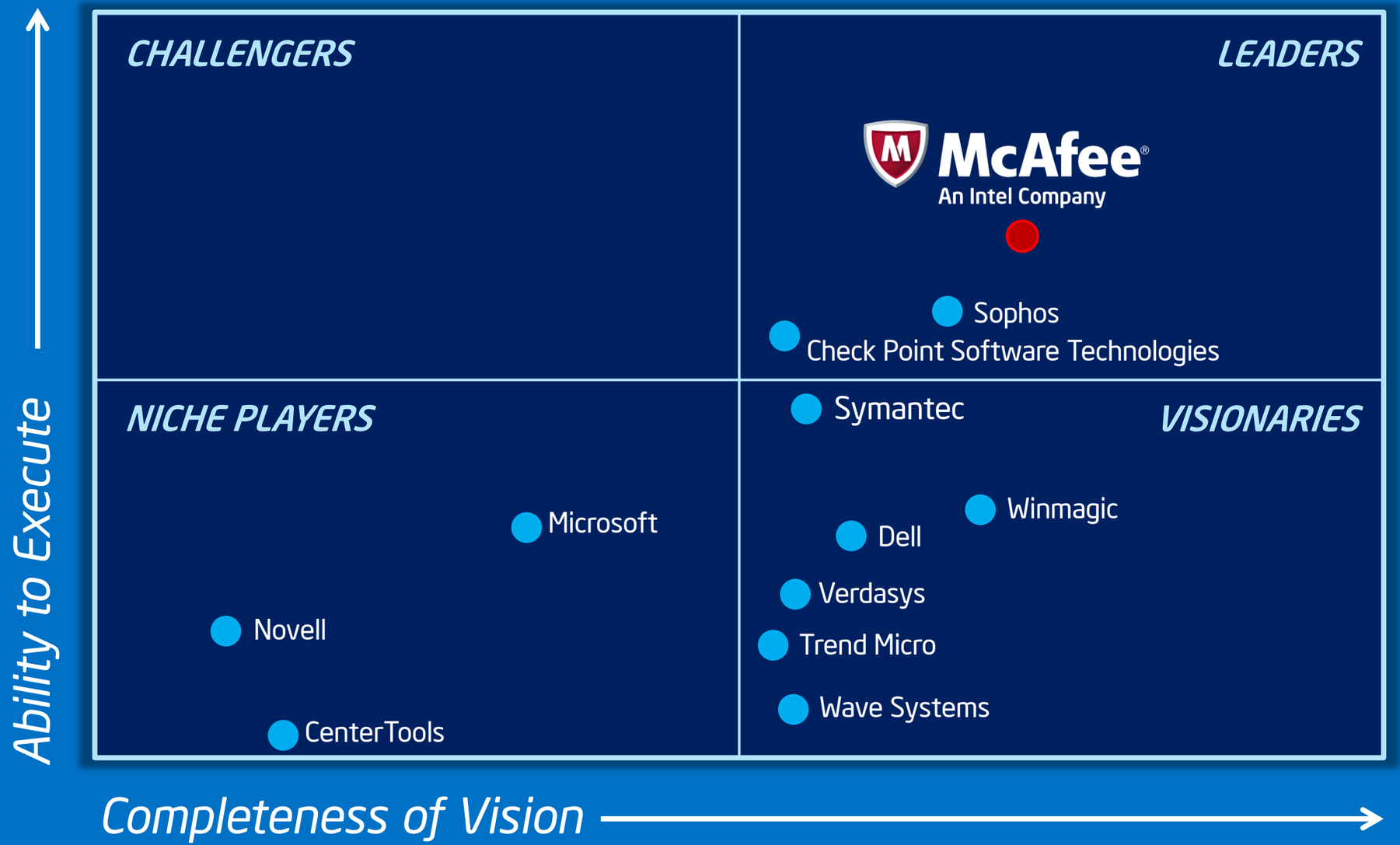






30+ new products to transform the business

Leadership in Gartner's Quadrant



Source: Gartner September 2013

Security is *Fundamentally Changing*



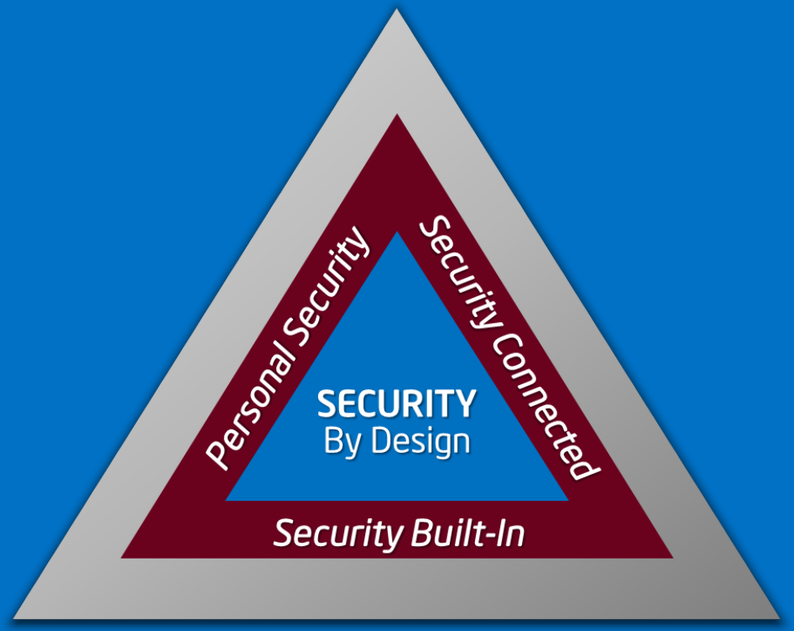
Security Market Transition

McAfee
An Intel Company

Today's Security

Remediation of Events

- Multiple layers of endpoint and network solutions to inspect and eradicate "known bad"
- Each layer an island of "bolt-on" technology
- Security consumed as "stand-alone" purchases of discrete products



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Security 2014

Proactively Enabling Safe Interactions and Environments

- Cross-platform integration (Endpoint to Cloud to Data Center)
- Security integrated into proactive solutions focused on "known good"
- Focus on protection of Identity, Data and Device(s) as you cross networks
- Ring-fenced safe interactions and environments

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Intel Security Group – Solutions Approach



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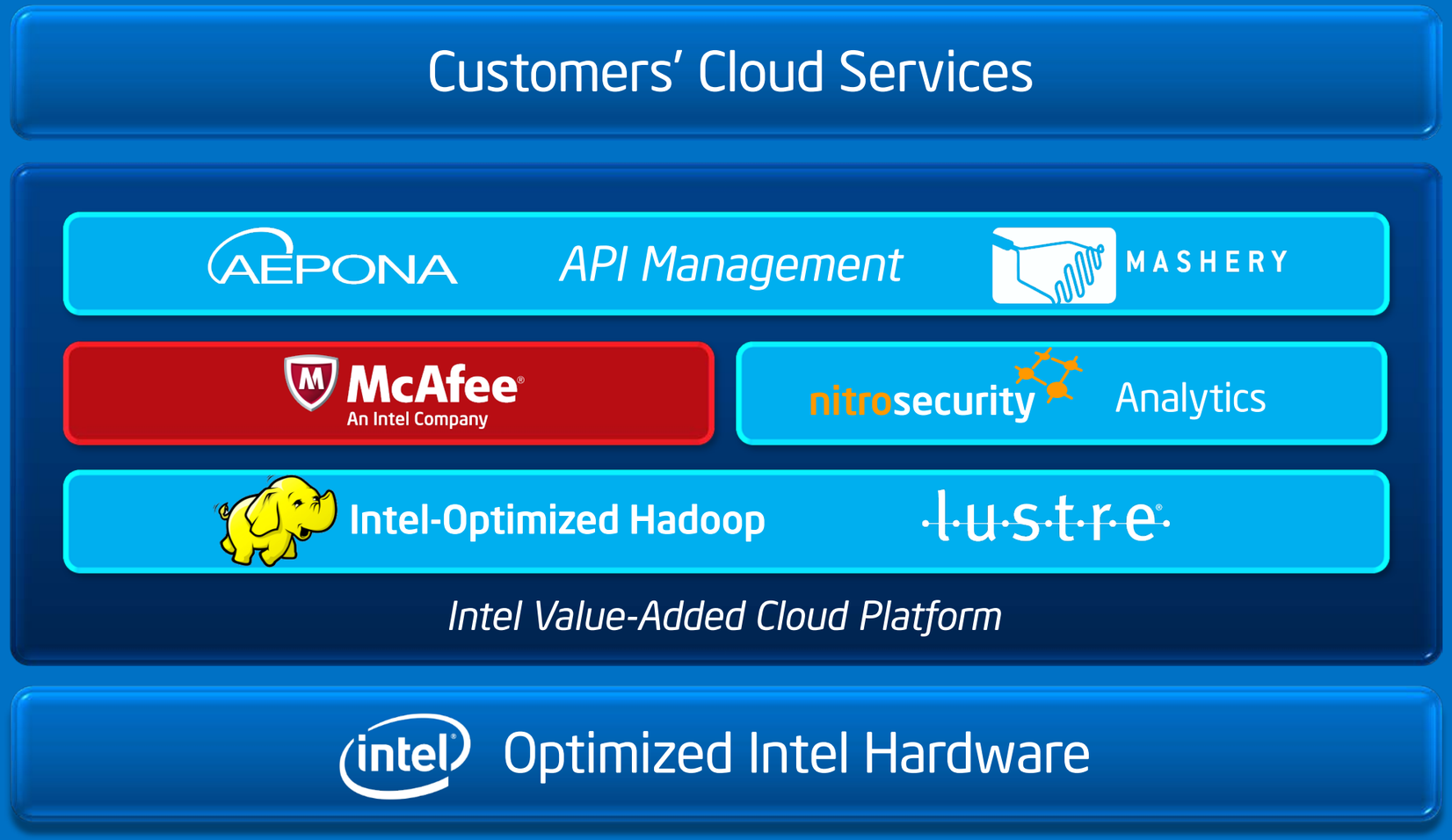


Cloud Services Platform and BIG DATA

Intel Delivering an Enhanced Cloud Platform

Serving Enterprise and Telco Customers

Intel Solutions "Stack"
for
CLOUD SERVICES
and
BIG DATA



Intel Cloud Services Platform

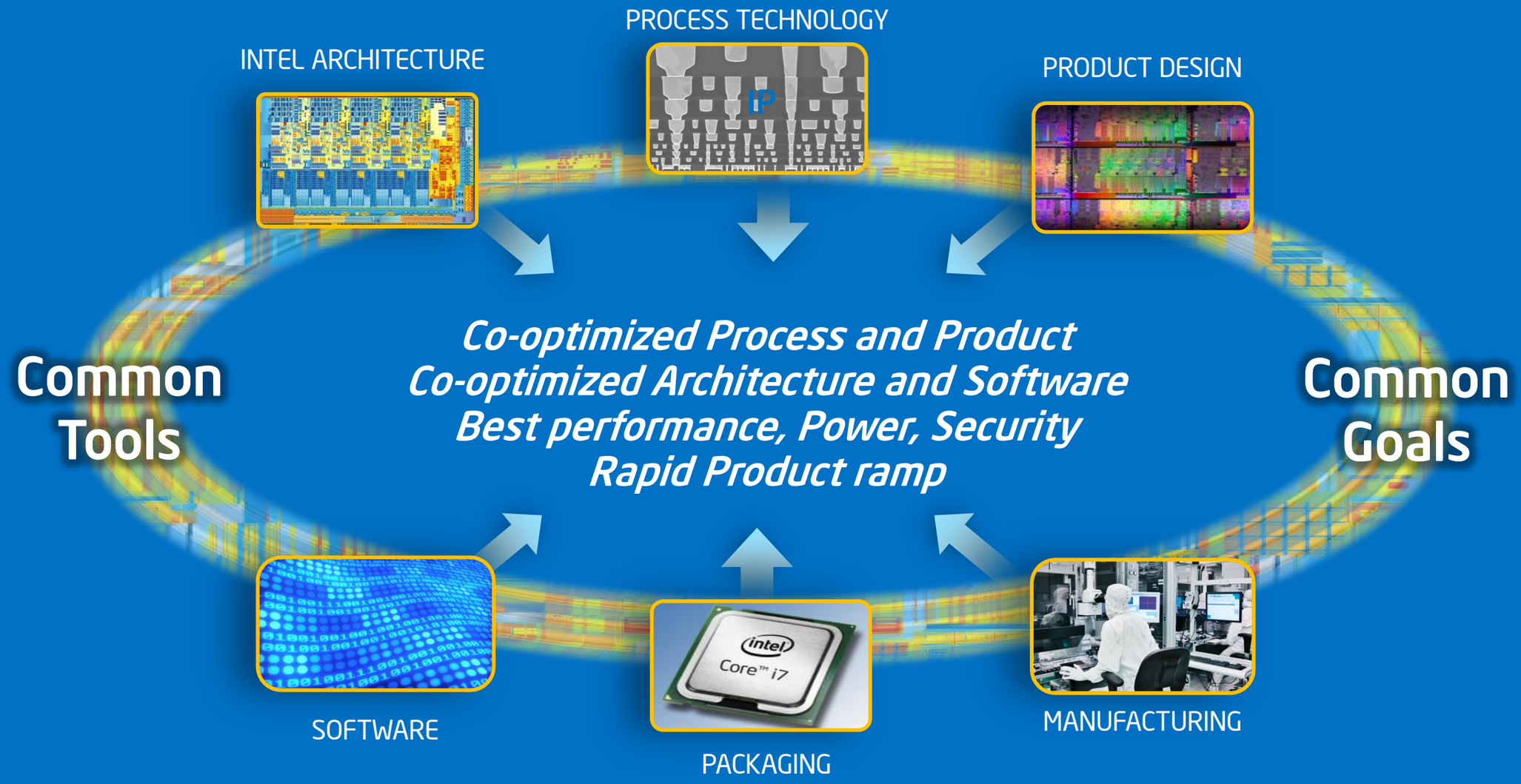
- Objective is to deliver a performance-enhanced solutions stack for Intel datacenter customers
- Key platform elements across the datacenter that create a foundation for customers' end-services
- Focus are key technologies that are close to the hardware and required across all services (e.g., security, analytics, etc.)
- Will continue filling out our solutions offerings

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The Intel IDM Advantage and **FOUNDRY SERVICES**

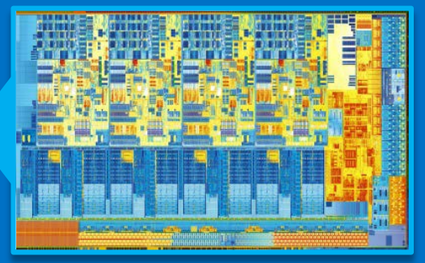


Intel's IDM Advantage Remains Foundational

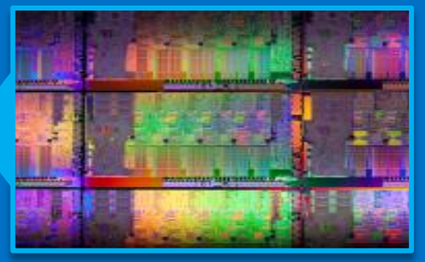


Intel's Foundry Services Strategy

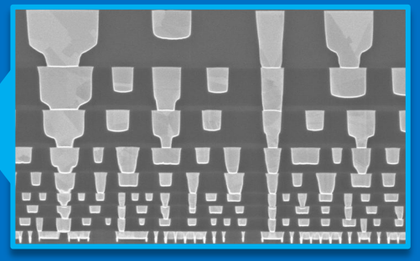
INTEL ARCHITECTURE



PRODUCT DESIGN



PROCESS TECHNOLOGY



MANUFACTURING

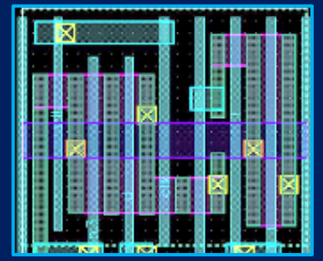
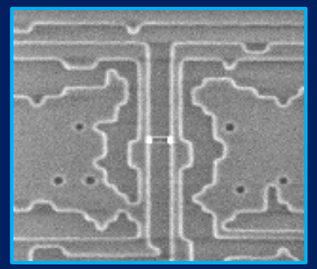
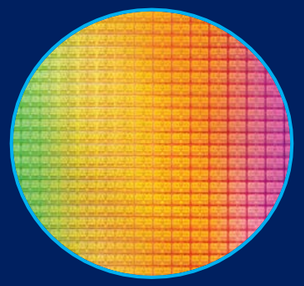
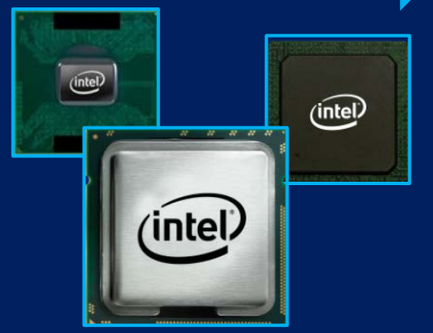


Dual Approach:

1. Semi-custom Intel® Architecture products for our key customers
 - *Designed by Intel + customers' unique IPs*
 - *Foundered at Intel on leading edge technology*
 - *Drafting off our IDM investment*
2. Custom Foundry Services
 - *Full Design Services*
 - *Flexible tooling options*
 - *Access to Intel leading edge technology*

Intel Custom Foundry Business Model

Front-end Design | Physical Design | Masks | Wafer Manufacturing | Packaging and Test

Flexible Business Model

Customer Owned Tooling

Full Services (ASIC Model)

Benefits to Foundry Customers:
1. Co-Optimization Value 2, Integrated Supply Chain

Intel Custom Foundry Ecosystem Support

Foundation IP	intel, Synopsys
Advanced IP	intel, Cadence, Northwest Logic, Synopsys, Vsemi *Acquired by Intel, Sep 2012
Design Services	intel, Open-Silicon The Science of ASICs, SmartPlay Services for your success, Synopsys, Wipro Applying Thought
Design Tools & Flows	intel, Apache, Cadence, Mentor Graphics, Synopsys
Manufacturing Support Service	intel, Bayside Design

Note: Logos other than Intel's are properties of their respective companies, and order of logos is in alphabet sequence.

Foundry Customers Are Enthusiastic

achronix SEMICONDUCTOR CORPORATION

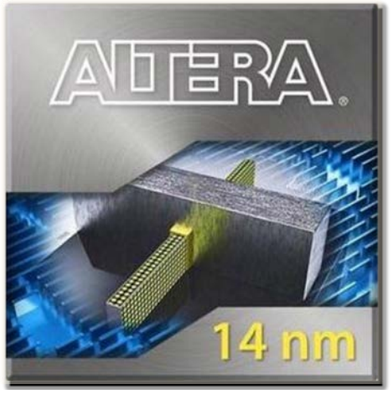
ALTERA®

tabula®

Microsemi

NETRONOME
The Flow Processing Company

THE WALL STREET JOURNAL.



"This will put us ***two to four years ahead*** *of any of our competitors."*

John Daane
CEO, Altera
February 25, 2013

EE Times



"Intel's support for everything from **packaging** ***to*** **qualification** *and* **supply chain management** *has been helpful."*

John Holt
Achronix Founder and Chairman
April 26, 2012

Note: Logos other than Intel's are properties of their respective companies.

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Foundry Services – Advantages & Changes

- Our semi-custom approach enhances market position
 - Enhances customers' business objectives
 - Increased Intel Architecture capabilities and flexibility for markets
 - Utilizes investment in IDM capabilities in new ways to generate additional revenue
 - Further enhances Intel's SOC competency and agility

- Our foundry approach allows us to capitalize on growing business
 - Foundry business growing and consolidating → enables Intel to play a key role
 - Focused approach on serving customers in segments of the market Intel doesn't address today
 - Key customers that drive volume into our factories

- We are evolving and expanding our business model
 - If a customer values leading edge – we will engage even if there is competition with an Intel business

Summary – *Expanding to Adjacent Services*

SECURITY



CLOUD



FOUNDRY



Architecture Extensions and Solutions
Differentiation for Intel
New Sources of Revenue

Intel Strategy: *If it computes, it does it best with Intel*

- **Datacenter**
 - Strong Growth Segment Today
 - Revenue Increasingly Diversified into Faster Growing Segments
 - Forecasting 15% CAGR through 2016*
- **PC Experience**
 - PC Market is Stabilizing
 - Innovation in Form Factors and Capabilities - 2 in 1, detachable and convertible
 - Best Experience on EVERY OS
 - Amazing Affordable Price Points
- **Mobility**
 - Investing to 4X the Tablet Footprint
 - Using PC Innovations to Accelerate Differentiation in Tablets
 - Driving Leadership in Mobile SOCs and Communications
 - Accelerating Atom™ to be on Par with Core™
- **Bringing Innovation to Market**
 - Accelerating Manufacturing Leadership
 - Advancing Perceptual Computing Technologies
 - Integrating Security for Unique Differentiation

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